



STATE OF IDAHO



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FOR IMMEDIATE RELEASE

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Training Opportunity for Farmers Market in Treasure Valley

Boise - The number of farmers markets in Idaho has more than doubled since 2006! With the number and size of markets growing and more and more customers visiting farmers markets every season, there is much potential to be captured. The Idaho State Department of Agriculture is partnering with the University of Idaho Extension service to provide training for markets in the areas of marketing, promotion and business planning. There also will be break-out sessions with topics specific to market managers and vendors. This workshop will be held at the Ada County Weed and Pest Building in Meridian, Idaho, on Saturday, February 27, from 8:30am-4:00pm.

"Consumers are increasingly looking for new options to purchase fresh local products directly from the farmer and truly enjoy supporting local businesses in these current economic times," says Lacey Menasco, Trade Specialist at the Idaho State Department of Agriculture. "By enhancing their marketing and business planning, markets and vendors can meet consumer demand and expand their sales at the same time."

If you are involved in a farmers market in any capacity or are considering becoming involved in the future, you should plan on attending this valuable training. Pre-registration is required. For more information contact Lacey Menasco at the Idaho State Department of Agriculture at (208)332-8538, or lacey.menasco@agri.idaho.gov.

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